

We claim:

1. In combination in a data processing system comprising at least one USER workstation, at least one Content Server and at least one Clearinghouse Server, said data processing system further comprising:
 - a) said USER workstation programmed for downloading and viewing web-based content in accordance with a communication protocol linking said workstation with plural Content Servers, said USER workstation having a select group of characteristics comprising a USER profile;
 - b) said Content Server connected for communication with multiple workstations in accordance with said communication protocol for linking to said workstations, wherein said Content Server serves downloadable and displayable content, accessible to said multiple workstations; and
 - c) said Clearinghouse Server for selectively presenting additional content to said USER workstation in association with said downloadable and displayable content from said Content Server, said additional content configured and presented in accordance with and conforming to information stored in said USER profile.
2. The data processing system of claim 1, wherein said USER profile comprises a history of activity of said USER workstation with respect to said downloadable and displayable content.
3. In combination in a data processing system comprising at least one USER workstation, at least one Content Server and at least one Clearinghouse Server, said data processing system further comprising:

a) said USER workstation programmed for downloading and viewing web-based content in accordance with a communication protocol linking said workstation with plural Content Servers;

b) said Content Server connected for communication with multiple workstations in accordance with said communication protocol for linking to said workstations, wherein said Content Server serves downloadable and displayable content, accessible to said multiple workstations, said downloadable and displayable content having a select group of characteristics comprising a content profile; and

c) said Clearinghouse Server for selectively presenting additional content to said USER workstation in association with said downloadable and displayable content from said Content Server, said additional content configured and presented in accordance with and conforming to information stored in said content profile.

4. The data processing system of claim 3, wherein said downloadable and displayable content comprises at least one web page comprising a plurality of words and wherein said content profile comprises an analysis of at least some of the words.

5. The data processing system of claim 3, wherein said downloadable and displayable content comprises a plurality of web pages, each comprising a plurality of words, and wherein said content profile comprises an analysis of at least some of the words on at least some of the plurality of web pages.

6. In combination in a data processing system comprising at least one USER workstation, at least one Content Server and at least one Clearinghouse Server, said data processing system further comprising:

- a) said USER workstation programmed for downloading and viewing web-based content in accordance with a communication protocol linking said workstation with plural Content Servers;
- b) said Content Server connected for communication with multiple workstations in accordance with said communication protocol for linking to said workstations, wherein said Content Server serves downloadable and displayable content, accessible to said multiple workstations; and
- c) said Clearinghouse Server comprising programming for assessing said downloadable and displayable content of plural Content Servers, storing information respecting said assessed content in association with a Content Server identifier and programming for selectively presenting additional content to said USER workstation in association with said downloadable and displayable content from said Content Server, said additional content configured and presented in accordance with and conforming to said stored information.